

ARTS GUIDES

Pottery Making Illustrated

Sights & Ceramics: Richmond Advertising Rates

SIZES	1x	3x	6x	10x	13x	16x	19x
Full page	\$1,000	\$930	\$840	\$785	\$730	\$680	\$630
2/3 page	\$800	\$765	\$675	\$620	\$565	\$535	\$500
1/2 page island	\$710	\$665	\$595	\$540	\$520	\$490	\$450
1/2 page	\$635	\$615	\$535	\$500	\$480	\$445	\$400
1/3 page	\$495	\$490	\$435	\$380	\$365	\$340	\$320
1/4 page	\$370	\$355	\$320	\$295	\$280	\$265	\$250
1/6 page	\$290	\$280	\$260	\$245	\$230	\$225	\$195

Add color:
 \$370 for full page,
 2/3 page, 1/2 island;
 \$255 for 1/2 page, 1/3 page;
 \$200 for 1/4 page, 1/6 page

Reserve By:
 February 5, 2020

Materials Due:
 February 12, 2020



NCEA, RICHMOND, VIRGINIA
MARCH 25–28, 2020

Reach thousands of conference attendees as they plan their visits to workshops, technical sessions and your booth during this intensive 4-day event.

Workshop Handbook Advertising Rates

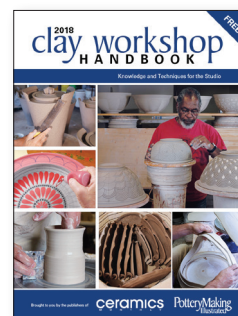
SIZES	1x	3x	6x	10x	13x	16x	19x
Full page	\$1,970	\$1,875	\$1,670	\$1,550	\$1,450	\$1,345	\$1,255
2/3 page	\$1,580	\$1,515	\$1,345	\$1,230	\$1,150	\$1,085	\$1,000
1/2 page island	\$1,410	\$1,325	\$1,185	\$1,100	\$1,045	\$940	\$880
1/2 page	\$1,265	\$1,205	\$1,085	\$1,000	\$920	\$860	\$805
1/3 page	\$1,000	\$940	\$845	\$785	\$740	\$680	\$635
1/4 page	\$760	\$725	\$635	\$595	\$545	\$515	\$490
1/6 page	\$565	\$545	\$500	\$475	\$430	\$390	\$355

Add color:
 \$370 for full page,
 2/3 page, 1/2 island;
 \$255 for 1/2 page, 1/3 page;
 \$200 for 1/4 page, 1/6 page

Reserve By:
 April 22, 2020

Materials Due:
 April 29, 2020

Mail Date:
 May 19, 2020



WORKSHOP IN PRINT

Reaches potters attending educational workshops, where they continue their personal growth in ceramics. This is your chance to reach highly motivated individuals expanding their skills.

Ceramic Arts 2020 Yearbook Advertising Rates

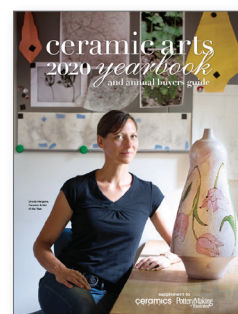
SIZES	1x	3x	6x	10x	13x	16x	19x
Full page	\$3,115	\$2,965	\$2,655	\$2,420	\$2,270	\$2,115	\$1,960
2/3 page	\$2,480	\$2,365	\$2,110	\$1,925	\$1,820	\$1,665	\$1,560
1/2 page island	\$2,215	\$2,085	\$1,865	\$1,705	\$1,615	\$1,505	\$1,410
1/2 page	\$1,990	\$1,900	\$1,665	\$1,560	\$1,470	\$1,370	\$1,255
1/3 page	\$1,560	\$1,500	\$1,335	\$1,210	\$1,145	\$1,070	\$1,010
1/4 page	\$1,185	\$1,120	\$1,010	\$930	\$860	\$815	\$755
1/6 page	\$890	\$860	\$785	\$725	\$650	\$630	\$550

Add color:
 \$740 for full page;
 \$625 for 2/3 page,
 1/2 island, 1/2 page;
 \$440 for 1/3 page,
 1/4 page, 1/6 page

Reserve By:
 September 2, 2020

Materials Due:
 September 9, 2020

Mail Date:
 October 13, 2020



ANNUAL YEARBOOK AND BUYERS GUIDE

This comprehensive guide and studio reference is the first place readers of both *Ceramics Monthly* and *Pottery Making Illustrated* turn to for researching equipment and supplies before placing orders. They'll also keep it on hand as a reference throughout the year.